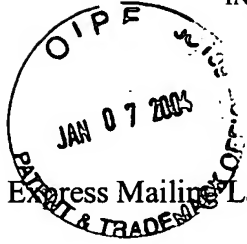


RICK D. NYDEGGER
BRENT P. LORIMER
THOMAS R. VUKSINICK
LARRY R. LAYCOCK
JONATHAN W. RICHARDS
DAVID R. WRIGHT
JOHN C. STRINGHAM
JOHN M. GUYNN
CHARLES L. ROBERTS
DANA L. TANGREN
ERIC L. MASCHOFF
CHARLES J. VEVERKA
ROBYN L. PHILLIPS
RICHARD C. GILMORE *
STERLING A. BRENNAN *
GREGORY M. TAYLOR
DAVID B. DELLENBACH
R. BURNS ISRAELSEN
DAVID R. TODD
L. DAVID GRIFFIN
ADRIAN J. LEE
FRASER D. ROY
CARL T. REED

WORKMAN | NYDEGGER

INTELLECTUAL PROPERTY ATTORNEYS



1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111
TELEPHONE: (801) 533-9800
FAX: (801) 328-1707
WEBSITE: HTTP://WWW.WNLAW.COM

Express Mailing Label No. EV 396 739 712 US

PATENT APPLICATION
Docket No: 14984.12.2.1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Bill Hill, et al.

Serial No.:

10/603,537

Conformation No.:

4108

Filing Date:

June 24, 2003

For:

IMPROVING THE QUALITY OF DISPLAYED
IMAGES WITH USER PREFERENCE
INFORMATION



R. PARRISH FREEMAN, JR.
PETER F. MALEN, JR.
L. REX SEARS, PH.D.
ERIC M. KAMERATH
ROBERT E. AYCOCK
JENS C. JENKINS
KEVIN W. STINGER
WILLIAM J. ATHAY
MICHAEL B. DODD
WILLIAM R. RICHTER
RYAN D. BENSON
SARA D. JONES
TIGE KELLER
JANNA L. JENSEN
MATTHEW D. TODD
J. LAVAR OLDHAM
MICHAEL J. FRODSHAM
JOSEPH L. KRUPA
BRETT A. HANSEN
BRETT I. JOHNSON
MATTHEW A. BARLOW
WESLEY C. ROSANDER
ANDREW S. HANSEN
CHAD E. NYDEGGER
JOSEPH G. PIA
CLINTON E. DUKE

TRANSMITTAL FOR REVOCATION AND SUBSTITUTE POWER OF ATTORNEY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing is a Revocation and Substitute Power of Attorney. Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned. A duplicate copy of this letter is enclosed.

Dated this 7 day of January 2004.

Respectfully submitted,

R. BURNS ISRAELSEN
Attorney for Applicant
Registration No. 42,685
Customer No. 022913

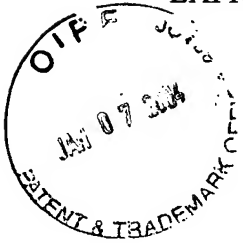
RBI:blw

W:\14984\12.2.1\BLM0000002032V001.doc

EXPRESS MAIL LABEL NO.: EV 396 739 712 US

PATENT APPLICATION

Docket No: 14984.12.2.1



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)	
)	
Bill Hill, et al.)	
)	
Serial No.:	10/603,537) Art Unit
) 2173
Filed:	June 24, 2003)
)
Confirmation No.:	4108)
)
For:	IMPROVING THE QUALITY OF)
	DISPLAYED IMAGES WITH USER)
	PREFERENCE INFORMATION)
)
Examiner:	Unknown)

REVOCATION AND SUBSTITUTE POWER OF ATTORNEY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned, Thomas W. Burt, declares: that he is Asst. Secretary of Microsoft Corporation, and that he is authorized to execute this Revocation and Substitute Power of Attorney on behalf of Microsoft Corporation; and that Microsoft Corporation is the assignee of the entire interest of the above-identified application, as shown by the assignments recorded in the United States Patent Office at Reel 010493, Frame 0944, a copy of said assignments are attached at Exhibit A hereto; and that the attached assignments have been reviewed by him, and to the best of his knowledge and belief title is in the assignee Microsoft Corporation. The assignee, Microsoft Corporation, hereby revokes all

previous powers of attorney in the above-identified application, and now hereby appoints all attorneys under customer number 022913, as attorneys with full power of substitution and revocation, to prosecute said application, to make alterations and amendments therein, to receive the Letters Patent, and to transact all business in the Patent and Trademark Office connected therewith. The declarant further declares that all statements made herein of his own knowledge are true; and further that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful, false statements may jeopardize the validity of the application or any patent issuing thereon. All correspondence and telephonic communications should be directed to:

RICK D. NYDEGGER
WORKMAN NYDEGGER
1000 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84111

All previous powers of attorney are hereby revoked.

Signed this 22nd day of December, 2003.

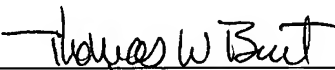

Print Name: Thomas W. Burt

Exhibit “A”



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

APRIL 03, 2000

PTAS

WORKMAN, NYDEGGER & SEELEY
RICK D. NYDEGGER
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UT 84111



101250218A

**UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/18/2000

REEL/FRAME: 010493/0944
NUMBER OF PAGES: 9

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

DRESEVIC, BODIN

DOC DATE: 11/05/1999

ASSIGNOR:

HILL, WILLIAM

DOC DATE: 08/15/1999

ASSIGNOR:

HITCHCOCK, GREGORY

DOC DATE: 08/06/1999

ASSIGNOR:

KEELY, LEROY B., JR.

DOC DATE: 08/12/1999

ASSIGNOR:

PLATT, JOHN C.

DOC DATE: 11/04/1999

ASSIGNOR:

WHITTED, J. TURNER

DOC DATE: 08/13/1999

010493/0944 PAGE 2

ASSIGNEE:

MICROSOFT CORPORATION
ONE MICROSOFT WAY
REDMOND, WASHINGTON 98052

SERIAL NUMBER: 09364648
PATENT NUMBER:

FILING DATE: 07/30/1999
ISSUE DATE:

LAWAN FLETCHER, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

01-24-2000

cket No.: 14984.12.2

EET

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office



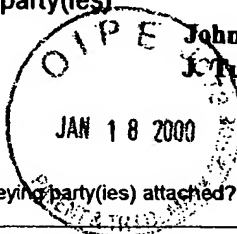
101250218

Tab settings

To the Honorable Commissioner of Pa

1. Name of conveying party(ies):

Bodin Dresevic
William Hill
Greg ry Hitchcock
Leroy B. Keely, Jr.



John C. Platt
J. Turner Whitted

Additional names(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: 11/5/99; 8/13/99; 8/6/99; 8/12/99; 11/4/99; 8/13/99

2. Name and address of receiving party(ies):

Name: Microsoft Corporation

Address: One Microsoft Way

City: Redmond State/Prov.: WA

Country: USA ZIP: 98052

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is:

Patent Application No. Filing date
09/364,648 July 30, 1999

B. Patent No.(s)

01/21/2000 CCETIN 00000016 09364648
01 FC:581

40.00 OP

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: RICK D. NYDEGGER

Registration No. 28,651

Address: WORKMAN, NYDEGGER & SEELEY

1000 Eagle Gate Tower

60 East South Temple

City: Salt Lake City State/Prov.: UT

Country: USA ZIP: 84111

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account

☐ Authorized to be charged to deposit account

8. Deposit account number:

23-3178

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

RICK D. NYDEGGER

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document:

9

ASSIGNMENT

WHEREAS, we, Bodin DRESEVIC, William HILL,
Gregory HITCHCOCK, Leroy B. KEELY, John C. PLATT and
J. Turner WHITTED (hereinafter referred to as ASSIGNORS), having
post office address of 1039 145th Pl. SE, Bellevue, WA,
98007; 5401 Lake Langlois Road, Carnation, WA, 98014; 17828 159th
Ave. NE, Woodinville, WA, 98072; 210 Gabarda Way, Portola Valley,
CA, 94028; 2109 130th Pl. SE, Bellevue, WA, 98005 and 3440 Hanks
Chapel Rd., Pittsboro, NC, 27312, respectively, are the joint
inventors of an invention entitled:

**METHODS AND APPARATUS FOR IMPROVING THE QUALITY OF DISPLAYED
IMAGES THROUGH THE USE OF USER PREFERENCE INFORMATION**

as described and claimed in the specification forming part of an
application for United States letters patent filed July 30, 1999
and assigned Serial No. 09/364,648;

WHEREAS, Microsoft Corporation (hereinafter referred to as
ASSIGNEE), a corporation of the State of Washington having a
place of business at One Microsoft Way, Redmond, WA 98052, is
desirous of acquiring the entire right, title and interest in and
to the invention and in and to any letters patent that may be
granted therefor in the United States and in any and all foreign
countries;

NOW, THEREFORE, in exchange for goods and valuable
consideration, the receipt of which is hereby acknowledged,
ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE,
the entire right, title and interest in and to said invention,
said application and any and all letters patent which may be

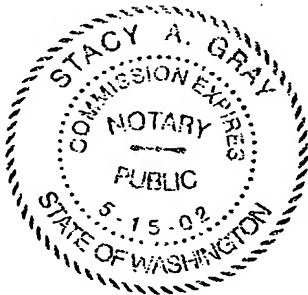
granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
5th day of NOVEMBER, 1999.

Bodin Dresman
Bodin DRESEVIC, ASSIGNOR

State of Washington :
County of King : ss
:

On this 5th day of November,
1999, before me, a Notary Public in and for the State and County
aforesaid, personally appeared Bodin DRESEVIC, known to me to be
the person of that name, who signed and sealed the foregoing
instrument, and acknowledged the same to be his free act and
deed.



Stacy A. Gray
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
15th day of AUGUST, 1999.



William HILL, ASSIGNOR

State of WASHINGTON :
County of KING : ss
:

On this 13th day of AUGUST,
1999, before me, a Notary Public in and for the State and County
aforesaid, personally appeared William HILL, known to me to be
the person of that name, who signed and sealed the foregoing
instrument, and acknowledged the same to be his free act and
deed.



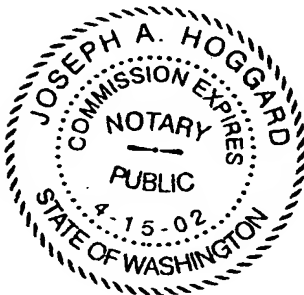
Joseph A. Hoggard
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
6th day of AUGUST, 1999.

Gregory C. Hitchcock
Gregory HITCHCOCK, ASSIGNOR

State of WASHINGTON :
County of KING : SS

On this 6th day of AUGUST,
1999, before me, a Notary Public in and for the State and County
aforesaid, personally appeared Gregory HITCHCOCK, known to me to
be the person of that name, who signed and sealed the foregoing
instrument, and acknowledged the same to be his free act and
deed.



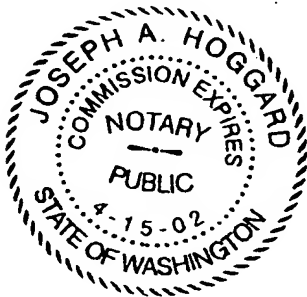
Joseph A. Hoggard
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
12th day of Aug, 1999.

Leroy B. KEELY
Leroy B. KEELY, ASSIGNOR

State of WASHINGTON :
County of KING : ss

On this 12th day of August,
1999, before me, a Notary Public in and for the State and County
aforesaid, personally appeared Leroy B. KEELY, known to me to be
the person of that name, who signed and sealed the foregoing
instrument, and acknowledged the same to be his free act and
deed.



Joseph A. Hoggard
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
4th day of November, 1999.

John C. Platt
John C. PLATT, ASSIGNOR

State of Washington :
County of King : SS

On this 4th day of November, 1999, before me, a Notary Public in and for the State and County aforesaid, personally appeared John C. PLATT, known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be his free act and deed.



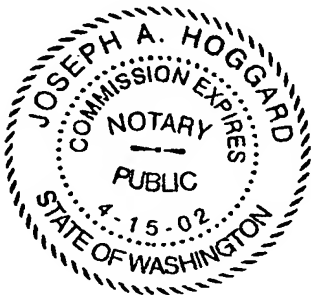
Stacy A. Gray
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
13 day of AUGUST, 1999.

J. Turner Whitted
J. Turner WHITTED, ASSIGNOR

State of WASHINGTON :
County of KING : SS

On this 13th day of AUGUST,
1999, before me, a Notary Public in and for the State and County
aforesaid, personally appeared J. Turner WHITTED, known to me to
be the person of that name, who signed and sealed the foregoing
instrument, and acknowledged the same to be his free act and
deed.



Joseph A. Hoggard
Notary Public